

# Meet Charles County



LOCAL ADVANTAGES...REGIONAL ASSETS

# Tourism Overview

## Why Tourism Matters (WTO)



1. Over the past few decades Tourism has become one of the fastest growing economic sectors in the world.
2. Today, the business of Tourism equals or even surpasses that of oil exports, food products, or automobiles.
3. Tourism has become a major player in international commerce.
4. Tourism is the main source of income for many countries.
5. Each household would pay **\$1,093 MORE IN TAXES** without the tax revenue generated by the travel and tourism industry (source U.S. Travel Association)

\*U.S. Travel Association – “Travel Means Jobs Report” [www.ustravel.org](http://www.ustravel.org)

# Tourism Overview

## The Power of Travel

How Travel Dollars Support America



# Tourism Overview

## Main Objectives

- 1) Develop and promote tourism events
- 2) Support new and existing tourism amenities (attractions, lodging, restaurants, transportation)
- 3) Attract and support visitors (Leisure Travel, Groups, Sports Events, and Business Travel)



# Tourism Overview

## Enhance Existing Tourism Assets



Destination Development: *(unique lodging, extend operational hours at museums, attract and/or develop sports and special events)*

Waterfront Opportunities: *(Benedict, Port Tobacco, Mallows Bay)*

Port Tobacco Historic District: *(Courthouse, Burch House, and Stagg Hall)*

Maxwell Hall / Rich Hill: *(Open for Visitors / Program Development)*

Attractions: *(Ensure that tourist attractions are “visitor-ready” with adequate interpretive signage, parking, and restroom facilities)*

# Tourism Overview

## Destination Assets

**Scenic Byways:** *Scenic byways steer motorists to **state, local parks,** and other **public lands.** They can provide economic opportunities as well as conserve scenic, historic, cultural, natural, recreational, and archaeological resources. Scenic byways also contribute components that are important to community identity.*

### **Four National Trails/One National Scenic Byway in Charles County:**

1. *Star-Spangled Banner National Historic Trail*
2. *Religious Freedom National Scenic Byway*
3. *Civil War Trail (John Wilkes Booth Escape Trail)*
4. *Captain John Smith Chesapeake National Historic Trail*
5. *Potomac Heritage National Scenic Trail*



*\*\*Ghost Fleet at Mallows Bay - nomination submitted for NOAA National Marine Sanctuary program*



# Tourism Overview

## Tourism-Related Economic Development Opportunities

- Small Business Development (*recreation outfitters, bike shops, kayak rentals, small tour operator companies*)
  - Maryland Airport (*visitor information*)
  - Cobb Island (*recreation outfitters*)
  - Benedict Waterfront (*dining, tours, recreation*)
  - Waldorf Urban Re-development (*Civic Center*)
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- Hughesville (*Main Street Program, Farmers Market venue, unique shopping*)
  - Indian Head Rail Trail / Popes Creek Rail Trail
  - Tour Development (*150<sup>th</sup> Anniversary of Lincoln Assassination / Booth Escape*)

# Tourism Overview

## Tourism Works For Charles County

- Tourism is a proven job generator: **3,199 jobs** direct, indirect and induced
- Tourism is a proven income generator: **\$187.8 Million** in Tourism Industry Sales
- Tourism generates tourism sales tax revenue: **\$6.9 Million** Tourism Promotion Act Sales Tax Revenue
- Tourism generates consumer tax revenue: **\$8.8 Million** Direct Consumer Tax Impact
- Tourism generates Admission & Amusement Taxes: **\$832,625**
- Tourism generates Room Taxes: **\$987,960**
- \*Figures shown are from the FY 2013 Tourism Economic Satellite Account compiled by Tourism Economics: The report is titled: The Economic Impact of Tourism in Maryland 2012



# Tourism Overview

**Tourism Creates Economic Development Opportunities**

**We're Here to Help You!**



# Charles County Commissioners



*Equal Opportunity County*

## Charles County Government

### Department of Economic Development

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**CHARLES COUNTY**  
— ECONOMIC DEVELOPMENT —

[www.MeetCharlesCounty.com](http://www.MeetCharlesCounty.com)

**Mission Statement** - The mission of Charles County Government is to provide our citizens the highest quality service possible in a timely, efficient and courteous manner. To achieve this goal, our government must be operated in an open and accessible atmosphere, be based on comprehensive long- and short-term planning and have an appropriate managerial organization tempered by fiscal responsibility. We support and encourage efforts to grow a diverse workplace.

**Vision Statement** - Charles County is a place where all people thrive and businesses grow and prosper; where the preservation of our heritage and environment is paramount; where government services to its citizens are provided at the highest level of excellence; and where the quality of life is the best in the nation.

# GET CONNECTED!

*To Charles County Government*

**[www.CharlesCountyMD.gov](http://www.CharlesCountyMD.gov)**

